



PROJECT> It's Your Time  
CLIENT> Kildare County Council

Case Study > October 2008

# 2

QUESTION: How do you get people with no time to find time?

ANSWER: Promise more time!

## THE PROBLEM

Kildare County Council and Osberstown Developments want to attract quality employers to the Kildare region. But quality employers need quality employees. And this poses a problem when 40% of the county's entire skilled labour force is commuting to Dublin.

## THE PLAN

Set up a database of all Kildare commuters who would prefer to work closer to home. This 'Kildare Skills Register' will provide essential data on the skills available within the county, and become a valuable marketing tool in the attraction of new employers to the region.

## THE PROCESS

Target all commuters aged between 25 and 40 who are either living in Kildare and surrounding counties, or plan to move there in the near future. Ask them to go to a new website and spend their time filling in a detailed online questionnaire for jobs that may not exist for several years!

Stage One consisted of an integrated marketing campaign, promoting the benefits of stress-free country living and a better work/life balance, driving visitors to the website for information and to register their details.

If enough interest is registered during Stage One, the Client will then be able to proceed and implement Stage Two - the publication of collected data and its presentation to prospective employers as part of a targeted direct marketing and sales campaign to attract new industry into the county.

Stage One has now been successfully completed.

## THE OBJECTIVES - STAGE ONE

- Get 1500 Kildare commuters to register their details from April to the end of September '08 (250 per month for six months). A sample of 1500 registrations are required to create accurate statistics on the skills base in the county.
- Build a detailed database of skilled employees, target market is 25 – 40 year old skilled and professional workers working in Dublin and commuting in from Kildare and surrounding counties.
- To increase awareness of the potential time saving benefits of working locally in Kildare versus commuting into Dublin through the new website and supporting promotional campaign.
- To gather the required statistical information to embark on Stage Two of the campaign, the promotion of Kildare to potential employers using the new Skills Database.

# 3

## THE SOLUTION

An integrated marketing campaign was created and rolled out over a 4 week period from April – May 08. The campaign grabbed the attention of a very specific group of professionals - with very little spare time - and encouraged them to spend some of this time registering their interest in job opportunities that could take a very long time to materialise.

So the whole campaign hinged on 'Time'. It promised quality time, family time and fun time. Under the strap line 'It's Your Time', a range of images showed formerly busy executives enjoying the spare time saved since moving to Kildare. A Post-It note gave details of their new position, and exactly how many hours per week had been saved by their decision to relocate. Interested parties were invited to 'Change the way you live today - work in Kildare.'

The campaign included the following media that was carefully targeted at Kildare commuters.

- 6 Train Card Ads on Kildare / Dublin commuter line.
- 6 x 6 sheet Bus Shelter posters positioned along Dublin Bus / Bus Eireann routes.
- 2 x 48 sheet billboard ads, one in Naas beside the train station and one in Busaras in Dublin.
- Press ads in the Herald AM, Kildare Post, Leinster Leader, Liffey Champion, Offaly Topic etc.
- Its Your Time Radio adverts on KFM and Today FM.
- Its Your Time website with registration form and database.

## THE RESULTS

In less than two months, 1,400 registered their details on [www.itsyourtime.ie](http://www.itsyourtime.ie). By mid-September 2008 just five months after the launch - this figure had increased to almost 1,900 registrations in total, exceeding their target by 400 registrations or 27%. It is clear from an analysis of the 1900 people who have registered so far that the target market has been reached and a strong skills database now exists with a representative sample of Kildare commuters.

Over 80% of respondents are third-level educated, and 50% are degree graduates. 85% work in Dublin City, and 60% are under 35 years of age. 55% of them spend between three and four hours every day commuting to and from work. Website statistics also reinforce this success as 77.4% logged on to the site from computers in the Dublin city region, with another 6.15% logging on from within Kildare and surrounding areas.

Since the website launch and supporting promotional campaign in April, the website has received 10,559 visits with 80.4% of all visits unique. These visitors viewed a total of 39,231 pages, an average of around 4 pages per visit.

The supporting promotional campaign was also very successful at attracting visitors to the site, with 55% visitors coming directly to the site by typing in the web address [www.itsyourtime.ie](http://www.itsyourtime.ie) promoted on printed marketing materials. 45% visitors came to the site through Google, Yahoo or a referral from another site. Of the visitors from Google's organic listings (search results on the left) 75% visitors used the search phrase 'Its Your Time' to find the site, proving a direct link between the marketing and visits to the site.

# 4

Now that the initial target for effective data analysis has also been exceeded, the Client is in a position to initiate Stage Two. An advertising campaign to attract potential employers to Kildare is currently being designed to follow on from Its Your Time. Part of this campaign will be a detailed report based on the statistics gleaned from the Kildare Skills Register.

Some of this data has already been presented to prospective clients, who have been impressed with the level of work skills available to them. For example a newsletter has been sent to all registrants outlining job opportunities from a large Fund Accounting company in Kildare, and also highlighting jobs from local recruitment agencies.

## THE FEEDBACK

### From Users:

*"This is a great scheme. I would love to work closer to home and I am sick of traveling up to three hours per day"*

*"Good to see this site. I would like to work closer to home and get a few more extra hours to live life."*

*"The benefits accruing not only to the individual but to the environments in general are enormous."*

### From the Client:

*"We have been thrilled with the response to the campaign. The amount of people who registered on the website totally exceeded our expectations - as did the level of word-of-mouth feedback, and public recognition of the initiative. This project was sponsored by the IDA and NUI Maynooth, who both believe that it is crucial to the economic development of our county. In addition, the Enterprise Board and a number of local employers have commented on the usefulness of the data collected".*

### **Sinead Murphy**

It's Your Time, Project Manager.